



## **BUSINESS AFTER HOURS INFORMATION PACKET**

*Congratulations! If you are reading this, you are interested in an opportunity to open your doors to showcase your business and host your fellow Chamber members! We appreciate the opportunity to drive new foot traffic to your location as one your membership benefits and hope the following information is helpful to you.*

### **WHAT IS A BUSINESS AFTER HOURS?**

Our *Business After Hours* event offers members, prospective members, customers, and guests the chance to casually network in an engaging and unique atmosphere.

These events are typically held on the third Thursday of each month, from 5:30 – 7:00 PM. The host provides guests an opportunity to make connections with business community members and local leadership, and share information about what their company or organization has to offer, making each and every monthly event distinctive. Thoughtfully detailed venues, inspired fare, delicious drinks, and door prizes are trademarks of this event series, and easily make it a regular favorite.

### **WHAT ARE THE BENEFITS OF HOSTING A BUSINESS AFTER HOURS?**

By hosting a Business After Hours, you can:

- Introduce Chamber Members to your business
- Publicize your business within the local community
- Gain name recognition through listings on the Chamber's website, calendar, Facebook, e-newsletter, etc.
- Familiarize Chamber members and business owners with your products/services
- Provide an opportunity for Chamber Members and business owners to visit your physical location
- Grow your customer base
- Generate possible leads and sales from attendees and those who heard about it

### **WHAT DOES THE CHAMBER DO FOR A BUSINESS AFTER HOURS?**

- Invite the Chamber Board of Directors and general membership to attend
- List your event on the Chamber's website, calendar, e-newsletter, and on Facebook – featuring your logo and or graphics
- Set-up a welcome table including nametags for guests, blank business cards, and a format for gathering the attendee's information for the host
- Collect business cards from the guests to be used in the door prize drawing. Plus, we will send the guest's contact information to you the week following the event (upon request)
- Address guests, shortly, introducing you as the host
- Provide you with a list of local media contacts and caterers (upon request)

### **WHAT IS THE COST TO HOST A BUSINESS AFTER HOURS?**

The Chamber does not currently charge hosts a fee. However, any expenses associated with food & beverage, novelty items, etc., are at the discretion and cost of the host.

We also recommend that you offer some type of door prize at your event, as we will draw a business card from the attendees. Door prizes can be: gift cards or a gift basket to offer your services or products, almost any prize is a good prize in the eyes of the lucky winner, but we suggest you put some thought into what you offer. Many times you can offer something that others in attendance will want, and may purchase at event or at a later date!

## **WHAT CAN YOU DO FOR YOUR BUSINESS AFTER HOURS?**

We ask you to carefully consider:

- **YOUR REMARKS OR SPEECH:** This is typically done after the Chamber representative has gathered the group's attention and introduced you as the host. This is an opportunity to introduce yourself and your staff, highlight unique products or services, share details of upcoming events, etc. It does not need to be lengthy, but it is your time to shine!
- **CREATING A UNIQUE EVENT:** Many businesses choose to add a door prize, party favor or product/service sample, signature drink, themed décor or other extra touches. *If you plan to serve alcoholic beverages it is your responsibility to comply with the local and state laws.*
- **SPECIAL INVITATIONS:** You may purchase a Chamber Member mailing list for \$15.00 if you would like to mail a special invitation to the entire membership. And/or you may wish to extend an invitation to your customers or other special guests.
- **WHO WILL ATTEND:** The Chamber will automatically invite its Board of Directors, Ambassadors, and Elected Officials. Typically, 30-50 people from the general membership attend the event if it is well-advertised. Upon request, we will extend an invitation to the Enterprise City Mayor and City Council, Coffee County Commissioners and other dignitaries however we cannot guarantee their attendance.
- **PROMOTE:** Social media marketing and cross-promotion can be an effective tool to help increase your visibility and attendance. The Chamber will create a Facebook event and add your business page as a co-host. You can share this with your followers and friends, and promote on your business page as well.

## **WHAT HAVE OTHER BUSINESSES DONE TO MAKE THEIR EVENT UNIQUE?**

- Sent a special invitation to the entire Chamber membership
- Sent a special direct mail piece to area residents and/or non-member businesses
- Invited lots of clients, employees, and/or Board Directors from their organization
- Invited corporate staff from out-of-town corporate headquarters
- Offered complimentary appetizers and beverages: from fancy to simple; from a few selections to a large buffet and/or chocolate fountains; champagne fountains and sweets, etc. A list of catering members can be provided upon request.
- Invited sports or business mascots and superheroes in costumes
- Gave free samples of their product or services
- Played live music: disc jockey, karaoke, band, string quartet, soloist, pianist, etc.
- Gave door prizes or other give-a-ways
- Hosted an on-site remote radio broadcast
- Decorated with balloons, banners, lights, search lights, theme, etc.



## **BUSINESS AFTER HOURS REGISTRATION FORM**

Complete this form and return it to the Chamber Office

In order to ensure that these events are successful:

- Business After Hours must be scheduled at least 60 days in advance, and will be based on availability.
- The Chamber accepts sponsors on a first come, first served basis
- Business After Hours dates are scheduled and are not flexible

*\*These spots fill up quickly, as we only schedule through the calendar year. Once the calendar is full we will begin a waiting list for the next calendar year. If one of the assigned host businesses should cancel during the current year we will begin calling from our wait list, in the order which the requests were received.*

### **SECTION ONE: TELL US ABOUT YOUR EVENT**

*This information will help us to better promote your business and the event.*

Preferred date: \_\_\_\_\_

Month

Year

Alternate date: \_\_\_\_\_

Month

Year

Business/Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_ Email: \_\_\_\_\_

Physical address: \_\_\_\_\_

Event details (i.e. theme, specialty food/beverage, door prizes, incentives, etc.):

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Speaker (name, title): \_\_\_\_\_

### **SECTION TWO: TELL US WHAT YOU NEED FROM THE CHAMBER**

- Chamber Membership mailing labels - \$15.00
- Chamber Member caterers list
- Local media contacts list

#### **PLEASE EMAIL, DROP OFF, OR MAIL THIS FORM TO**

Enterprise Chamber of Commerce

PO Box 310577 | 553 Glover Ave, Enterprise, AL 36330

Phone: (334) 347-0581

Email: [info@enterprisealabama.com](mailto:info@enterprisealabama.com)

#### **OFFICE USE ONLY**

Form received: \_\_\_\_\_

Event date: \_\_\_\_\_

Payment received: \_\_\_\_\_

Check/Cash/CC